Docket: BRDC:020

Abstract

An application service provider provides wireless access to a packetized data network, such as the Internet. The application service provider includes a server computer. The server computer is connected to the network, which is at least in part a wired network. The wired network is connected to a cellular wireless communications system. Data is communicated over the network, both wired and wireless, via OSI models, for example, according to TCP/IP protocols or specialized variants. A wireless device, such as a modem-equipped laptop computer or personal digital assistant, a web-enabled telephone, or the like, is communicatively connected to the cellular wireless communications system. The application service provider can maintain a website, including targeted content, on the server computer for access by the wireless device.